



# SALEM LIGHTS 100's

## *New Custom Case!*

### SALEM LIGHT 100's CUSTOM CASE

#### PRODUCT:

SALEM LIGHT 100's NEW CUSTOM CASE IS TRULY UNIQUE. ITS BEVELED EDGE DESIGN SETS IT APART FROM ALL OTHER CIGARETTE PACKS. IT'S REMARKABLY SLEEK, STYLISH, DISTINCTIVE, AND EASY TO HOLD. THE CARTON HAS A BEVELED EDGE, TOO. TO GIVE SALEM LIGHT 100's CUSTOM CASE YET ANOTHER EDGE IN THE MARKETPLACE.

#### ADVERTISING:

SALEM LIGHT 100's CUSTOM CASE WILL BE INTRODUCED WITH AN EXCITING, NEW ADVERTISING CAMPAIGN USING BILLBOARDS, TRANSIT OUT-OF-HOME AND MAJOR, HIGH CIRCULATION NATIONAL MAGAZINES. IMPACTFUL ADVERTISING WILL DEMONSTRATE THE NEW STYLE'S DISTINCTIVE SHAPE THROUGH A DRAMATIC VISUAL APPROACH EMPHASIZING "THE BOX, RESHAPED!!"

#### PROMOTIONAL SUPPORT:

WE HAVE A COMPLETE SALES PROMOTION PROGRAM TO SUPPORT OUR NEW CUSTOM CASE INTRODUCTION. WE'LL HAVE MONEY-SAVING COUPONS, INTRODUCTORY PACK PROMOTIONS AND EXCITING, IMPACTFUL POINT-OF-SALE PIECES FOR RETAIL DISPLAY.

R. J. REYNOLDS TOBACCO COMPANY • WINSTON-SALEM, NC 27102

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PROMOTIONAL SUPPORT:

BEGINNING MARCH 30, 1987, SALEM LIGHT 100's CUSTOM CASE WILL BE FEATURED PROMINENTLY IN PERMANENT AND TEMPORARY PACKAGE DISPLAYS.

DURING THE SALEM INTRODUCTION, A VARIETY OF IMPACTFUL CONSUMER PROMOTIONS WILL GENERATE CONSUMER TRIAL AND SALES.

DISPLAYS:

SALEM LIGHT 100's CUSTOM CASE WILL BE FEATURED IN PERMANENT AND TEMPORARY DISPLAYS FROM MARCH 30TH THROUGH JUNE 26, 1987.

PAYMENT WILL BE AVAILABLE FOR A TWO-WEEK TEMPORARY DISPLAY AS FOLLOWS:

20-PACK DISPLAY	-	\$1.00
30-PACK DISPLAY	-	\$1.50
40-PACK DISPLAY	-	\$2.00

RENEWALS ARE AVAILABLE EACH TWO WEEKS.

IN SUPERMARKETS WITH PERMANENT CHECKLANE DISPLAYS, SALEM LIGHT 100's CUSTOM CASE & SALEM LIGHT 85's WILL BE DISPLAYED AT EVERY OTHER CHECKOUT. THESE WILL BE ALTERNATED WITH WINSTON 85's/WINSTON LIGHT 85's.

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**SALEM LIGHT 100's CUSTOM CASE  
COUPON PROMOTION**

**MAGAZINE POP-UP COUPON FOR A FREE PACK OF  
SALEM LIGHT 100's CUSTOM CASE**

**CIRC: 7.5MM**

**MAGAZINES: PLAYBOY  
PEOPLE  
GLAMOUR  
McFADDEN'S WOMENS GROUP  
SPORTS ILLUSTRATED**

**TIMING: JUNE AND/OR JULY COVER DATES**

**STATES RECEIVING SALEM LIGHT 100's CUSTOM CASE  
ADVERTISING SUPPORT**

Ohio	Georgia
Louisiana	Florida
Arkansas	South Carolina
Missouri	North Carolina
Iowa	Virginia
Illinois	West Virginia
Mississippi	Indiana
Kentucky	Michigan
Tennessee	Texas
Alabama	

**AREAS NOT RECEIVING MAGAZINE SUPPORT, BUT RECEIVING LOCAL  
NEWSPAPER OR SUPPLEMENT SUPPORT INSTEAD, INCLUDE:**

**NEW YORK STATE** (24 papers) - primarily Buffalo, Syracuse, and Rochester Divisions

**PENNSYLVANIA** (21 papers) - Pittsburgh and Youngstown Divisions

**WISCONSIN** (5 papers) - Madison area only

*True Story  
True Romance  
Secrets  
True Experiences  
True Confessions  
True Love  
Modern Love*

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SALEM LIGHT 100's CUSTOM CASE

PRODUCT INFORMATION

UPC CODES

	<u>CASE</u>	<u>CARTON</u>	<u>PACK</u>
SALEM LIGHT 100's CUSTOM CASE	12300-17212	12300-17213	12373

TAR AND NICOTINE CONTENT

12 MG. TAR .9 MG. NICOTINE

COST: \$ 7.43 PER CARTON WITHOUT TAX  
\$ 445.80 PER CASE WITHOUT TAX

NOTE:

NO SPECIAL HANDLING IS REQUIRED  
TO TAX STAMP PRODUCT

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**SALEM LIGHTS 100'S CUSTOM CASE**  
**WEEKLY/MONTHLY MAGAZINES**

**April 1987**

People  
Soap Opera Digest  
The Star  
US  
Rolling Stone  
Sports Illustrated  
TV Guide  
Mademoiselle  
Cycle  
Four Wheel/Off Road  
Hot Rod  
Cable Guide

**May 1987**

People  
Soap Opera Digest  
The Star  
US  
Rolling Stone  
Sports Illustrated  
TV Guide  
Glamour  
MacPadden  
Mademoiselle  
Car & Driver  
Field & Stream  
Four Wheel/Off Road  
Gentleman's Quarterly  
Omni  
Outdoor Life  
Popular Hot Rodding  
Road and Track  
Sports Afield  
Cable Guide  
Changing Homes  
Life

**June/July 1987**

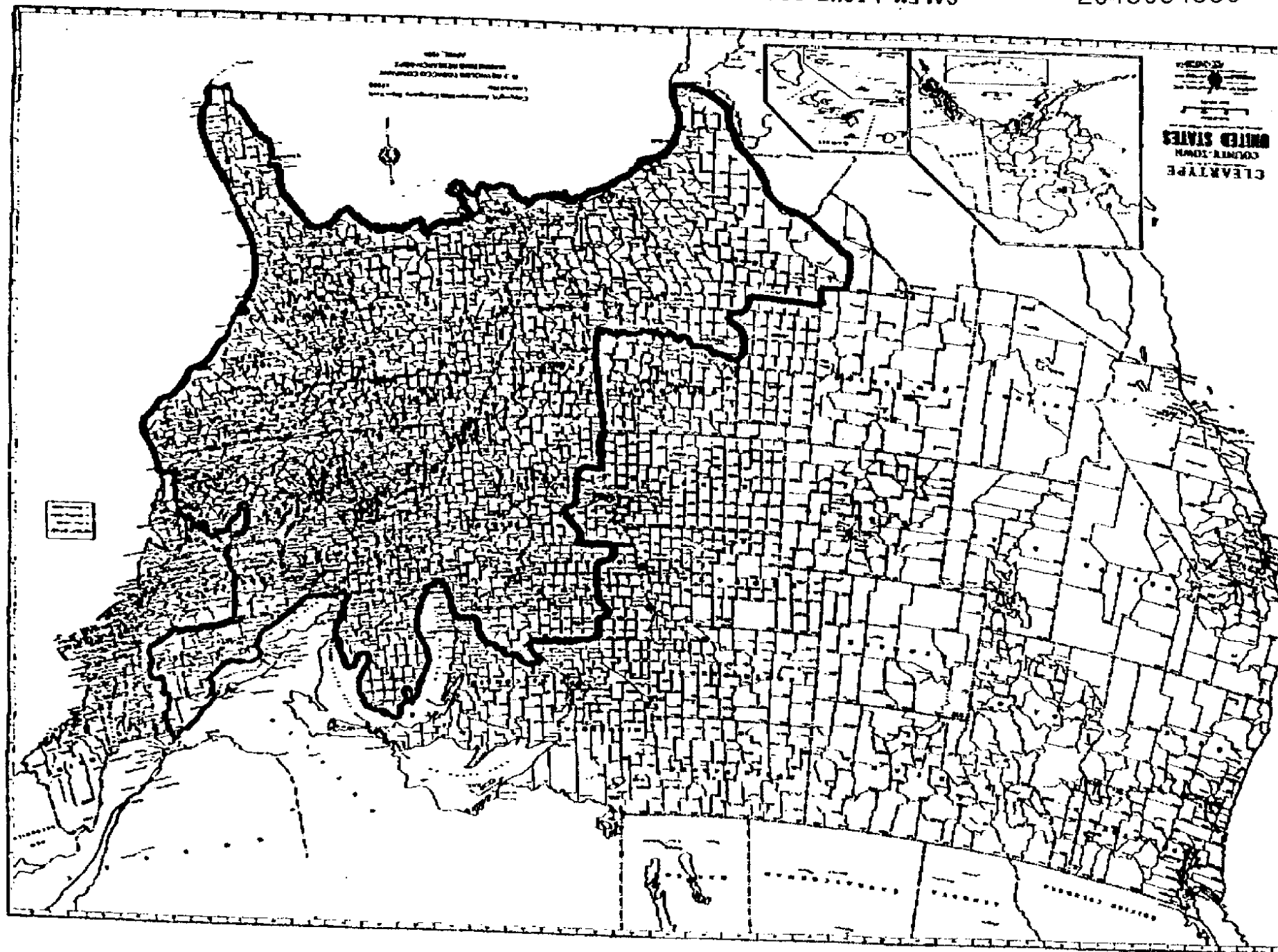
People  
Soap Opera Digest  
The Star  
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Cosmopolitan  
Glamour  
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Mademoiselle  
Cycle  
Gentleman's Quarterly  
Hot Rod  
Inside Sports  
Omni  
Outdoor Life  
Penthouse  
Playboy  
Popular Hot Rodding  
Sport  
Sports Afield  
Life

**NOTE:    LOCAL COUPONING (\$'s OFF & FREE PACK)**  
**INFORMATION TO FOLLOW PRIOR TO INTRODUCTION**

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SALEM LIGHT 160'S CUSTOM PACK INTRODUCTORY AREA

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SALEM LIGHT 100's CUSTOM CASE

BUY-ONE-GET-ONE-FREE

DISPLAY PERIOD: MARCH 30 - JUNE 3, 1987

COUNTER DISPLAY: 80 PACKS - 40 SALABLE UNITS  
2 CTNS. - SALEM LIGHT 100's CUSTOM CASE  
2 CTNS. - SALEM LIGHT 85's

PAYMENT: \$1.50 PER DISPLAY

14 EXTRA DAY TERMS

RJR TO PAY TAX STAMPS ON GRATIS PRODUCTS

EXTRA HANDLING ALLOWANCE OF 3.25% ON GRATIS PRODUCT  
WILL BE DEDUCTED FROM INVOICE (EQUAL TO \$6.76 PER CASE  
ON 85's AND \$7.24 ON THE 100's)

PRE-BANDED PACKS WILL BE IN PLAIN WHITE CARTONS

EACH SALABLE UNIT WILL CONTAIN A COUPON FOR A BUY-TWO-  
PACK-GET-TWO-PACK-FREE OFFER.

MUST HAVE RESPONSE OF ACCEPTANCE BY

MARCH 16, 1987

TO GUARANTEE MANUFACTURE OF PRODUCT

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